DIGITAL ART IN THE SECTION OF AUGMENTED REALITY FORMATION

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In modern society, the interaction of people with the environment is increasingly taking place through the means of communication. Various communication signs fill the world around us. From the very first days of life, a person is obliged to constantly develop the ability to recognize symbols through which he will interact with the world around him [1].

At the present stage of development of information technologies, on the one hand, and the ecological situation on a global scale, on the other, virtual means have become a positive alternative to traditional (material) means of communication. The virtualization of the material world is considered today not only from the point of view of logical and abstract symbols, but also from the concrete-figurative side of human thinking. Today, the bandwidth of modern networks makes it possible to fill the augmented environment with voluminous virtual models. What makes the research of this area relevant within the framework of art history analysis.

The purpose of the study is to examine the degree of influence of digital art on the formation of the visual series of augmented reality.

Material and methods. The research material was scientific literature and creative works of domestic and foreign authors. Methods of systematization, analysis and generalization of data were used.

Findings and their discussion. The modern transformation of virtual communication objects reveals a clear tendency in the development of an individual (personified) approach to the formation of a high-tech environment, as a result of which the demand for various objects of digital art is increasing, which in turn creates a vast field of action for a digital artist.

As a result of these social trends, the requirements for the visual filling of the augmented environment with artistic means have increased dramatically. From that moment, conditionally passed the "Rubicon", artistic objects created by high-tech means became predominant in the formation of augmented reality. The virtual environment has allowed the digital artist to create a unique precedent by synthesizing different types of visual arts. The space of mixed reality has ceased to be static, the author has transformed it with the help of his art, using such expressive means as: color, texture, volume, light, animation (movement). Augmented reality technology makes attempts to create an environment where virtual objects form a single indivisible whole with the physical world.

Augmented reality technology is booming today. World leaders in information communications are continually bringing AR products to market with enhanced audiovisual performance. This, in turn, puts forward new requirements for the talent of a digital artist and the quality of his creation. At

the same time, the creation of a comfortable environment for human life is the main goal of the technology. Augmented reality as a means of forming a high-tech environment can radically change our understanding of space. Today it is already possible to state the fact of the emergence of such a trend in art as the creation of virtual objects for augmented reality.

An important aspect of human interaction with AR is to ensure user satisfaction with the level of interaction with objects. In this connection, an intuitive understanding of visual images created by artistic means is required. At the same time, the conditions for creative work are becoming extremely high, both from the aesthetic component and from the performance technique.

The main task of digital art objects in the formation of augmented environment is to improve the interaction between a person and augmented reality, while increasing the artistic and expressive content of information [2].

Conclusion. It should be noted that, based on the results of the analysis of specialized literature, it was revealed that theoretical studies on the visual image of augmented reality in the formation of a subject-spatial environment are presented in a minimum amount in domestic scientific works. Most of the publications in the field of virtualization of the material world belong to specialists in the usa, western europe and japan, both in print and in the form of electronic resources. Nevertheless, domestic artists actively participate in the practical creation of artistic objects of the augmented environment.

The creation of digital art objects for augmented reality with high-tech means in the long term poses the main task of human-computer interaction to develop a system that levels the barrier between the physical and virtual world [3]. In this case, a special role is assigned to the visual series, as a result of which the importance of the role of a digital artist cannot be overestimated.

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2. Bashkov EA, Zori SA Realistic visualization of three-dimensional objects and scenes with the use of three-dimensional display technologies / EA Bashkov, SA Zori - Izvestiya SFedU. Technical sciences No. 5 - 2012 – 1220 p.

3. Mullet K., Sano D. Designing Visual Interfaces / K. Mullet, D. Sano - Mountion View, 2550 Mountain, California - 2006. – 269 c.

METHODS OF TEACHING THE TECHNIQUE OF WET FALLING IN THE SYSTEM OF ADDITIONAL EDUCATION

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Acquaintance of pupils with the wet felting technique is one of the main topics of the "Magic Wool" association program. In the course of classes, the child develops diligence, observation, imagination, cognitive processes such as